

# FINAL Dominic Caserta 4.27.18

From: KEVIN DAKS  
 Phone: (415) 995-6820  
 Email: KEVIN.DAKS@CUMULUS.COM  
 4/27/2018 5:06 PM



Flight Dates: 04/30/2018 - 06/03/2018  
 Demo: P 35+

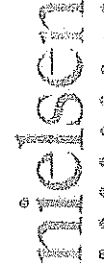
Radio Market: SAN FRANCISCO  
 Survey: MAR18 / FEB18 / JAN18 / DEC17 / NOV17 / OCT17  
 Geography: Metro

ScheduleDescription:  
 SCCPOA schedule

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
<b>Radio Total</b>		<b>215</b>		<b>\$142.35</b>	<b>\$30,605.00</b>	<b>0.2%</b>	<b>\$885.33</b>	<b>46.0</b>	<b>100%</b>	<b>100%</b>	<b>19.6%</b>	<b>859,100</b>	<b>2.4</b>	<b>2,094,000</b>
<b>KGO-AM</b>		<b>85</b>		<b>\$118.29</b>	<b>\$10,055.00</b>	<b>0.2%</b>	<b>\$591.47</b>	<b>17.0</b>	<b>37%</b>	<b>33%</b>	<b>7.1%</b>	<b>312,800</b>	<b>2.5</b>	<b>771,000</b>
Flight A - 5 wks (04/30, 05/07, 05/14, 05/21, 05/28)														
One Week Total		85		\$118.29	\$10,055.00	0.2%	\$591.47	17.0	37%	33%	7.1%	312,800	2.5	771,000
M-F 5A-6A		17		\$118.29	\$2,011.00	0.2%	\$591.47	3.4	7%	7%	2.3%	102,200	1.5	154,200
M-F 7P-12M	EVE	1 30		\$31.00	\$31.00	0.2%	\$155.00	0.2	6%	2%	0.2%	9,800	1.0	9,800
M-F 6A-7P	PROT	4 30		\$50.00	\$200.00	0.1%	\$500.00	0.4	12%	10%	0.3%	12,300	1.2	14,400
Sa-Su 6A-7P		8 30		\$200.00	\$1,600.00	0.3%	\$666.67	2.4	71%	80%	1.8%	78,300	1.4	108,800
		4 30		\$45.00	\$180.00	0.1%	\$450.00	0.4	12%	9%	0.4%	18,400	1.2	21,200
<b>KSFO-AM</b>		<b>85</b>		<b>\$96.18</b>	<b>\$8,175.00</b>	<b>0.2%</b>	<b>\$430.26</b>	<b>19.0</b>	<b>41%</b>	<b>27%</b>	<b>5.8%</b>	<b>254,000</b>	<b>3.4</b>	<b>858,500</b>
Flight A - 5 wks (04/30, 05/07, 05/14, 05/21, 05/28)														
One Week Total		85		\$96.18	\$8,175.00	0.2%	\$430.26	19.0	41%	27%	5.8%	254,000	3.4	858,500
M-F 7P-12M	EVE	17		\$96.18	\$1,635.00	0.2%	\$430.26	3.8	8%	5%	2.2%	96,900	1.8	171,300
M-F 6A-7P	PROT	5 30		\$35.00	\$175.00	0.1%	\$350.00	0.5	13%	11%	0.3%	14,900	1.2	18,500
Sa-Su 6A-7P		7 30		\$180.00	\$1,260.00	0.4%	\$450.00	2.8	74%	77%	1.9%	81,900	1.6	128,800
		5 30		\$40.00	\$200.00	0.1%	\$400.00	0.5	13%	12%	0.4%	19,100	1.3	24,000
<b>KNBR-AM</b>		<b>45</b>		<b>\$275.00</b>	<b>\$12,375.00</b>	<b>0.2%</b>	<b>\$1,237.50</b>	<b>10.0</b>	<b>22%</b>	<b>40%</b>	<b>6.6%</b>	<b>288,300</b>	<b>1.6</b>	<b>468,500</b>
Flight A - 5 wks (04/30, 05/07, 05/14, 05/21, 05/28)														
One Week Total		45		\$275.00	\$12,375.00	0.2%	\$1,237.50	10.0	22%	40%	6.6%	288,300	1.6	468,500
M-F 7P-12M	EVE	9		\$275.00	\$2,475.00	0.2%	\$1,237.50	2.0	4%	8%	1.8%	77,100	1.2	93,300
M-F 6A-7P	PROT	2 30		\$100.00	\$200.00	0.1%	\$1,000.00	0.2	10%	8%	0.1%	6,400	1.0	6,600
Sa-Su 6A-7P		4 30		\$475.00	\$1,900.00	0.3%	\$1,583.33	1.2	60%	77%	1.2%	52,200	1.1	60,000
		3 30		\$125.00	\$375.00	0.2%	\$625.00	0.6	30%	15%	0.6%	24,700	1.1	26,700

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: SAN FRANCISCO; MAR18 / FEB18 / JAN18 / DEC17 / NOV17 / OCT17; Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.  
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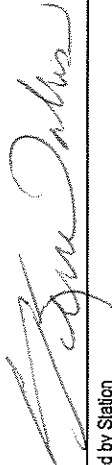
# FINAL Dominic Caserta 4.27.18



From: KEVIN DAKIS  
 Phone: (415) 955-6820  
 Email: KEVIN.DAKIS@CUMULUS.COM  
 4/27/2018 5:08 PM

## Schedule Grand Totals: 5 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
Radio Total	215	\$142.35	\$30,605.00	0.2%	\$665.33	46.0	100%	100%	19.6%	859,100	2.4	2,094,000	\$14.58
KGO-AM	85	\$118.29	\$10,055.00	0.2%	\$591.47	17.0	37%	33%	7.1%	312,800	2.5	771,000	\$13.00
KSFO-AM	85	\$96.18	\$8,175.00	0.2%	\$430.26	19.0	41%	27%	5.8%	254,000	3.4	858,500	\$9.52
KQBR-AM	45	\$275.00	\$12,375.00	0.2%	\$1,237.50	10.0	22%	40%	6.6%	288,300	1.6	466,500	\$26.44

  
 Accepted by Station

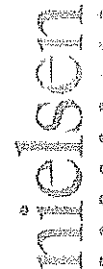
4/30/18  
 Date

  
 Accepted by Client

4-27-18  
 Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: SAN FRANCISCO; MAR18 / FEB18 / JAN18 / DEC17 / NOV17 / OCT17; Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.  
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**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

4/27/18      Mehul Cer      916 448-3444  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ **Accepted**                      ☐ **Accepted in Part**                      ☐ **Rejected**  
Kevin Dakis                      Kevin Dakis                      P.E.  
Signature                      Printed Name                      Title

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">KGO-AM KSFQ-AM KNBR-AM</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">4/27/18</span>
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I, Marketplace Communications  
do hereby request station time concerning the following issue:

Dominic Caserta for Santa Clara County Supervisor District 4

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	rotation			varied	5

This broadcast time will be used by: \_\_\_\_\_

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Santa Clara County Correctional Peace Officers' Association  
PAC

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Amy Le - President  
Vice President - Brian Minnich  
Treasurer - Todd Kendrick  
Secretary - Dennis Emmitt